

Asia Pacific Media Hub Media Monitoring and Support



Project Title	Asia Pacific Media Hub Media Monitoring and Support
Project Summary	Monitor media coverage of U.S. government in Asian media for the Asia Pacific Media Hub; oversee creation of short videos explaining U.S. policy in the region; produce/deploy social media posts for the Hub; track and report on social/traditional media coverage of Hub's activities; contact management
Country	Philippines
Country/Region of Focus	East Asia and Pacific

Project Description

1. Help oversee the content and editing of short videos on issues of regional importance that the Hub will produce in coordination with the East Asian and Pacific Affairs Office of Public Diplomacy. Though the actual production of the video can be contracted out, it will require creative effort and attention to detail by VSFS interns to ensure the content is accurate and effective.
2. Create and deploy frequent social media posts for the Asia Pacific Media Hub by producing original content posts and by researching feeds from regional embassies, State Department, White House, USAID, DOD, and the National Security Council. This can include requesting VSFS interns to assist in creating social media graphics, video or photo clips to be used on the Asia Pacific Media Hub Twitter and Facebook pages.
3. Track and report on social and traditional media coverage of any high-level media interviews, press briefings or media advisories that we coordinate or disseminate. VSFS interns may also be asked to do on-line research for various media/social media analysis projects.
4. Analyze list of journalists that are on the Asia Pacific Media Hub mailing list. Seek to verify those listed and to improve/widen our regional media contacts.

Required Skills or Interests

Skill(s)

Data analysis

Editing and proofreading

Graphic design

Research

Social media management

Additional Information

For more information about the work of the Asia Pacific Media Hub, please see our home page (which has links to our Twitter and Facebook accounts) --

<https://www.state.gov/bureaus-offices/under-secretary-for-public-diplomacy-and-public-affairs/bureau-of-global-public-affairs/office-of-international-media-engagement/asia-pacific-media-hub/>

Language Requirements

None